

Advertising text as a discourse

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ABSTRACT

One of the topical issues of linguistics concerning the understanding of discourse from the point of view of the basic paradigm "text – discourse" is considered. The features of the language and the tasks of advertising texts in the context of discursive parameters (communicative, semiotic, social) are revealed.

Keywords: advertising text, discourse, discourse analysis, advertising discourse, communication.

1. INTRODUCTION

In the last decade, the range of advertising publications is becoming more and more significant. Advertising activity is analyzed from different angles: linguistic, economic, sociological, cultural, legal, psychological, socio-philosophical, etc. The focus of linguistic study of advertising is the linguistics of the text, its description from the point of view of the basic paradigm "text – discourse".

Discourse has become one of the main objects of linguistic research in the last quarter of the XX century, when, in connection with the recognition of anthropocentric language, "interest in minimal linguistic units was replaced by interest in the maximum-the text (discourse), considered in its interaction with pragmatic factors" [1].

2. MATERIALS AND METHODS

The progenitors of discourse analysis are V. von Humboldt, A. A. Potebnya, F. Boas and other linguists. The term "discourse" was used extensively in the works of F. de Saussure the meaning of "speech" (in French *discours* – speech) [2]. In the 50-ies of the twentieth century, E. Benvenist, developing the theory of expression, consistently applies the traditional French linguistics term discourse in a new meaning, namely as a characteristic of speech assigned to the speaker [3]. Z. Harris in 1952, published an article "Discourse analysis", is devoted to the method of distribution in relation to the super-phrasal unities [4]. He applies to the analysis of discourse some methodological principles that are suitable for the study of language units of a lower level (for example, segmentation, classification, distribution). This proved to be one possible way of analyzing the structure of the text and identifying the role of an individual element in that structure. Therefore, the term discourse was fully in demand in linguistics after the publication of the article by Z. Harris, who is believed by many scientists (N. D. Arutyunova, V. A. Maslova, V. I. Karasik, V. B. Kashkin, etc.), is the first scientist who applied the term discourse to linguistics. Actually linguistic use of the term discourse is very diverse, but, in general, behind them are seen attempts to clarify and develop traditional concepts of speech, text and dialogue.

Refer to definition discourse allocated to modern scientists researchers.

According To V. I. Karasik, a lot of research is devoted to the study of discourse, the authors of which interpret this phenomenon in such different scientific systems that the concept of "discourse" has become wider than the concept of "language". V. I. Karasik believes that discourse is a phenomenon of

intermediate order between speech, communication, language behavior, on the one hand, and fixed text remaining in the "dry residue" of communication, on the other hand [5].

The most argumentative view is the definition of the text proposed by H. D. Arutyunova emphasizing the communicative nature of discourse, saying that discourse is "speech, immersed in life", using a detailed definition of this concept and pointing out that discourse is "coherent text in conjunction with extralinguistic, pragmatic and other factors; text, taken in the event aspect, speech, considered as a purposeful social action, as a component involved in the interaction of people and the mechanism of their consciousness (cognitive processes). Discourse is a speech immersed in life. Therefore, the term "discourse", in contrast to the term "text", does not apply to ancient and other texts, the connection of which with live speech is not restored directly" [6].

Consequently, the understanding of the term discourse at the present stage of development of linguistics dates back to the work of T. van Dyck, actively continues the works of V. I. Karasik, M. L. Makarov, N. D. Arutunova, Y. S. Stepanov, E. S. Kubryakova, and A. E. Kibrik others. In modern science there is no unambiguous definition of the term, so the theory of discourse is extremely relevant direction and it seems appropriate to study the classification of discourse at the present stage of linguistic science.

3. DISCUSSION

The advertising discourse considered in this study is a kind of institutional discourse. From the standpoint of sociolinguistics, advertising is a form of communication that tries to translate the quality of goods and services into the language of the needs and needs of customers. It is also interpreted as alerting people in all possible ways to create widespread awareness of something, as the dissemination of information about the consumer properties of goods and the benefits of various types of services in order to implement them and increase demand for them, which uses a certain Arsenal of tools and techniques organized in communicative manipulation strategies [7].

In the dictionary "Language of the market" advertising is considered as "information about goods, services in order to alert the consumer and create demand for these goods and services, methods and forms of communicating to stakeholders information about the goods and services sold, aimed at arousing consumer interest and provide him with the necessary set of information about the properties of the object of sale" [8]. Due to the complexity and diversity of advertising discourse in this work it is important to describe the linguistic definition of the term.

Advertising is a special kind of social communication carried out through the exchange of actions of generation and interpretation of specially created texts and visual materials. Advertising discourse, together with a graphical component in printed or audiovisual form, is a reasoned holistic, content and meaning, hierarchically organized by landmark education. Advertising discourse has its own specific features.

Pragmatic orientation of advertising discourse dictates the choice of grammatical and lexical units, stylistic techniques, special syntax, as well as the specifics of the use of the organization of printed material and elements of various sign systems. The main trends in writing advertising texts include compactness, conciseness of information, ie, presentation of thoughts using the least number of words; expressiveness and capacity of information, the use of visibility, advertising – multimodal text. Advertising style is a combination of elements of journalistic, scientific, popular science, business and conversational styles. All this is due to the functions of advertising and properties of the recipient (advertising recipient).

4. RESULT

Advertising is a unique socio-cultural phenomenon: its formation is due to social, psychological, linguistic factors, features of the "aesthetic consciousness" of society and its cultural traditions.

E. A. Bazhenova, O. V. Protopopova define three main functions or tasks of advertising discourse:

- 1) "creating an atmosphere of awareness about the advertised object";
- 2) "promotion decisions on the purchase of goods, choice of services, trade mark; on the support of political parties, social movements, etc. about voting in the elections for one candidate or another";
- 3) "information or training (for example, how to use the product or reduce the risk to health)" [9].

The advertising message performs the following closely related tasks:

- Information (transfer of certain information on the presentation of the proposed product);
- Evaluation (transfer to the addressee of their attitude to the advertised product);
- Argumentative (proof of the judgment put forward in the text);
- Regulatory (directing the perception of the addressee of the proposed goods necessary for the addressee way);

- Conceptual (creation by the author of advertising in the thinking of the consumer a favorable conceptual picture of the goods);
- Modeling (creating in the mindset of the consumer model of the use of the proposed product in everyday life).

5. CONCLUSION

Based on the above objectives of the advertising discourse, we can distinguish the following features (strategy) advertising: descriptive (describe the advertised product); evaluative (to evaluate the proposed product, always positive); modal (reasoned to Express their attitude to the advertised product); social (take into account the interests, social status and consumer opportunities of the consumer audience); marketing (to attract consumer attention to the product). These strategies should be taken into account when writing advertising text to achieve advertising goals.

Advertising can be considered as an informative or emotive subspecies of discourse. The full picture of the functioning of the advertising discourse includes the following points: the idea as the basis of the text, coming from the pragmatic installation of the Communicator, which is understood as the manufacturer of the advertised product and the author of advertising information (implicit discourse parameter); advertising text (explicit discourse parameter); the perception of the text by the potential consumer, coming from the orientation of the Communicator to the social status of the consumer.

Advertising is a dynamic process that is analyzed taking into account the subjects of communication and the situation context. The communicative space within which advertising discourse is realized can be designated as follows:

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